

Cultural Council Minutes

October 19, 2011

Present: Amy Whittenburg (Chair), Leah Kliger, Rebecca Devere, Gaerda Zeiler, Trent Latta, Bhaj Townsend, Linda Paros, Ellen Miller-Wolfe (Staff) , Julie Huffman (staff)

Absent: Nora Carlson, Erik Gordon, Melissa Nelson, Cathy Heffron

Guest: Joshua Heim

CALL TO ORDER/WELCOME

Council introduced and welcomed new member Linda Paros.

REPORTS AND PRESENTATIONS

City of Redmond

Joshua Heim from the City of Redmond presented on the Redmond Arts Council. Joshua is new to Redmond. He staffs the Arts Commission out of the Parks Planning department. He works more in a planning than programmatic capacity. Redmond completed a strategic plan a few years ago. Their mission is to inspire the community and be a catalyst. Their current challenge is to determine if the staff is carrying out the will of the arts commission or if they will be 2 separate but connected entities as in Seattle. Arts Commission may focus on community engagement and policy development, rather than production of events.

Cultural Council Budget

Julie presented the current budget of Cultural Council funds (Attachment A). Council had questions regarding staffing and what would happen to the Cultural Council funds from 4Culture if granted as anticipated in 2012. Cultural Council will need to make a recommendation to City Council regarding what to do with those funds. Possibilities include increased staffing and seeding of community events. Cultural Council would like clarification on City Council intent regarding staffing levels for Cultural Council through next year.

APPROVAL OF MINUTES

The Cultural Council reviewed the minutes of September 21, 2011. Minutes approved.

OLD BUSINESS

City Council Workplan Review (Attachment B, C)

Ellen reported on the submission of the workplan to the City Council. She incorporated feedback from EDC and KCC in her workplan, and also submitted Leah's comments to them separately, noting that they reflected the wishes of the Cultural Council. The difference between the 2 are the budget totals (Ellen focused on the 25k given by the City Council from reserves only, and not additional funds from carryover, charms, and 4Culture) and staffing (the issue of contracting out the staffing needs of the Cultural Council). Ellen summarized City Council member's comments and passed around a copy of the workplan that was submitted. Amy mentioned that the Cultural Council feedback from the previous meeting was mostly incorporated into the plan that Ellen presented. One discrepancy was an additional level of review by the Cultural Council that was requested by the Cultural Council, another was the issue of a contractor versus an arts administrator. Leah expressed concern that the document that was approved by the Cultural Council was included in the workplan that went to the City Council, as it appeared that it came from her alone. Ellen mentioned in the City

Council meeting that it was discussed and approved by the KCC as a whole. Bhaj requested that those emails/documents between meetings be considered not for public consumption (recognizing the public records act would allow them be public upon request), but that documents that become the recommendation of the Cultural Council be clearly designated as from the entire council, rather than from one member. Council generally concurred.

Other Cities Analysis

The Council reviewed the cities that are proposed to be contacted for research/background information in the analysis: Bellevue, Burien, Federal Way, Kent, Redmond, Renton, Sammamish, Shoreline/Lake Forest Park. The Cultural Council would like to add Auburn as an additional city to be included in the research.

Retreat

Council agreed that the retreat will happen in January. Julie will poll people on their availability.

NEW BUSINESS

Mission, Objectives and review of Strategic Plan was tabled to the next meeting. Julie will send out the handouts to the Cultural Council.

COMMITTEE REPORTS

CACHET

Event was well attended. Henry Bischoffberger presented how he creates a violin, and Jim Kelly and Deb Twersky from 4Culture discussed the current status of funding for the arts. The next event will be the awards ceremony in March.

Artilization

Trent reported that he is working to get music in the coffee shops on Friday nights. He is working with the KPC, who is creating the 10 days of Valentines (Feb 10-18). He would welcome additional helpers.

Public/Private Art

No report

Council ended with Your Art-filled Month

Meeting adjourned at 6:15 pm.

Cultural Council Funds 2011-2012

INCOME	
Carryover	\$2,285.00
Charms money	\$2,318.00
Fundraising	\$1,159.15
City Council Funding (through 2012)*	\$4,000.00
TOTAL INCOME	\$9,762.15

4Culture may provide an additional \$8000 in funding for 2012 but that is not yet assured

TOTAL FUNDS SPENT		Approved expenditures by committee May-Oct 2011	Actual Expenditures May-Oct
TOTAL INCOME	\$9,762.15	Artilization	\$690.00 \$525.00 banner permits
CACHET Event food 3.29.11	-232.17 CACHET	Fund Develop.	\$1,000.00 \$110.00 charity registration
Charitable org registration for auction	-\$110.00 Fundraising	CACHET	\$400.00
Artizilation Balloons 2.1.11	-\$16.41 Artilization		\$2,090.00
Artizilation Balloons 5.11.11	-\$32.84 Artilization	TOTAL FUNDS SPENT BY COMMITTEE updated 10.2011	
Artilization Banner Permit x 3 8.31.11	-\$525.00 Artilization	Artilization	-\$2,176.64
PushEject Poster printing 5.10.11	-\$75.00 Artilization	Fundraising	-\$110.00
Cathy H Postcard printing 2.11.11	-\$43.66 Artilization	CACHET	-\$232.17
Leah appreciation 5.11.11	-\$13.12 other	Other	-\$13.12
Artilization Banner 4.22.11	-\$128.73 Artilization		-\$2,531.93
Artilization Banner	-\$1,355.00 Artilization		
CURRENT FUNDS AVAILABLE	\$7,230.22		

***Staffing Funding**

additional funds allocated for staffing \$15,800 and consultant \$6200 not included here

Cultural Council Workplan

Discussion Draft 091611 by Ellen Miller-Wolfe

Workplan Objectives

- Analyze the Cultural Council's mission and scope
- Recommend options for functions that should remain within a city advisory board and those that are appropriate for an outside agency
- Develop an estimate of annual staff support for city-retained functions
- Develop an estimate for outside agency assumption of Cultural Council functions
- Take initial steps to implement the model for cultural, arts and heritage services to the community. (Options could include those presented to City Council in July, 2011 and variations).

Information Gathering

Staff, with assistance from an outside consultant and volunteers not currently serving on the Cultural Council, will conduct research about other cities and agencies to answer questions posed by City Council members. Research questions may include but not be limited to the following:

- What other cities in King County have arts councils? Provide general demographics of these cities along with arts data.
- What is their mission and scope and how does it compare to the Kirkland model?
- What level of funding (dollar amount) is allocated to the arts council and other arts-related activities?
- What level of staffing (FTE) supports the arts council and other arts-related activity?
- What are the sources of funding for the arts? (admissions tax, lodging taxes, general fund...) Differentiate between direct funds to arts agencies versus funds for an advisory board
- Do any arts councils raise funds for their activities?

Analysis*

Research and analysis will aim to answer these questions:

- What is the City government role in supporting the arts in this community?
- What benefits come from having an arts council?
- How can we optimize the work of the Cultural Council to enhance benefits to the community? What does the framework for optimizing arts services to the community look like?
- How much financial or staff support is the City willing to provide and what can be accomplished with those resources?
- What are the benefits and challenges of services being provided by the City versus an outside agency?

Attachment B

- How would we measure performance going forward?

*Note that analysis does not include the existing Cultural Council structure because it is not necessary to analyze maintaining the status quo.

Process

The City Council has allotted a little over a year to come up with a plan for arts, culture and heritage for Kirkland. The suggested calendar allows time for analysis as well as for implementing whatever model or models are decided upon.

- Review video of City Council consideration of options for KCC (September, 2011) and letters to the City Council
- Prepare workplan for review by KCC and EDC (September, 2011)
- Bring workplan to City Council for review and approval (October, 2011)
- Retain consultant for interview, facilitation and other duties as required (October-November, 2011)
- Gather background information from other cities and agencies (October-November, 2011)
- Interview KCC, EDC, staff and others (November-December, 2011)
- Present findings and explore **Analysis** questions with KCC and EDC possibly in a one-day workshop retreat (January, 2012)
- Generate a report of workshop outcomes for general consumption (KCC, EDC, Council reading file (February, 2012)
- Prepare recommendations for future arts model (February-March, 2012)
- Share recommendations with KCC and EDC (April, 2012)
- Bring recommendations forward to City Council (May, 2012)
- Implement decision (Possible budget revisions, partnership agreements, nonprofit development...) (May-December, 2012)

September 21, 2011

TO: Kirkland Cultural Council Members, Ellen Miller-Wolfe, Julie Huffman, GG Getz, Kathy Page Feek

FROM: Leah Kliger, Cultural Council Member and Past Chair

RE: Cultural Council Workplan Discussion Draft 09 16 11

Ellen's draft workplan is a good starting point as the City of Kirkland, current and former Cultural Council Members, City staff, the City Manager, and City Council members ponder the future of the Kirkland Cultural Council. My comments on the workplan itself are shown in bold, beginning on page 2.

A note on the workplan. Ellen's draft indicates current members of the Cultural Council would be **unable** to participate in the information gathering and/or the analysis phase of this project. As a Kirkland citizen and member of a City Board (as opposed to being a paid City staff member), I have a 1st amendment right to gather and contribute information to the City of Kirkland for this project. In fact, I have been asked to do so by City Council members. Other members of the Cultural Council have also expressed interest in helping with this project.

Cultural Council members have a wealth of knowledge about the arts, have previously been instrumental in the development and implementation of the recommendations called for in the Vision 20/20 plan for the arts, culture and heritage, and have worked tirelessly to assure that one of the City's main 'brands' is alive and well. We have previously gathered and provided same/similar, reliable and accurate information as is being asked for in both the information gathering and analysis phase of this project. We would save precious City tax dollars payers if we limited the use of an outside consultant.

Estimated breakdown of current funds:

• City Council Funds allocated in July	\$25,000
• 4Culture (remainder of 2011 allocation)	4,000
• 4Culture 2012 allocation	8,500
• ARTisan Gourmet fund raising,	1,800
• Miscellaneous (charm sales, carry forward funds)	<u>5,000</u>
Total	\$ 44,300 ESTIMATED

Managing and using these funds wisely is imperative. Hence, rather than hiring an outside consultant for this project, I propose that the City contract with a professional arts and culture administrator at an hourly rate for the remainder of the budget year (July, 2012). The arts administrator, working with volunteers, could gather the information required for this project. S/he would also direct, manage, and implement Cultural Council goals and related arts/culture/heritage projects. This would not only save money but would enable our very busy current city staff Ellen and Julie to concentrate on their other roles and responsibilities.

Leah Kliger's comments are in bold:

Cultural Council Workplan

Discussion Draft 091611

Workplan Objectives

- Analyze the Cultural Council's **current** mission, **vision, current goals, scope of work, and the responsibilities and objectives and goals outlined in the Vision 20/20 Plan reviewed by former City Council members and adopted by the Cultural Council at several Cultural Council retreats.**
- **What are the recommended options for Cultural Council functions?**
 - **What** functions should remain within a city advisory board?
 - **What functions should be jettisoned?**
 - **What functions could be appropriately taken on by an organization or agency outside the purview of the City?**
- Develop an estimate of **bi-ennial dollar support for F.T.E. staff and/or a contractual professional arts administrator to** support for city-retained functions,
- Develop a **dollar estimate of what it would take (i.e. operations, staff, fund raising, etc.) for an outside organization or agency to assume Cultural Council functions. What role and future dollar support from the City would be necessary in this scenario?**
- Take initial steps to **explain and** implement the model for cultural, arts and heritage services to the community. (Options could include those presented to City Council in July, 2011 and variations).

Information Gathering

Staff, with assistance from an outside consultant and volunteers, **including those** currently serving on the Cultural Council, will conduct research about other cities and agencies to answer questions posed by City Council members. Research questions may include but not be limited to the following:

- What other cities in King County have arts councils? Provide general demographics of these cities along with arts data.
- What is their mission and scope (**including % for arts programs**) and how does it compare to the Kirkland model?
- What level of funding (dollar amount) is allocated to the arts council and other arts-related activities?
- **What City department(s) staff/manage the arts council?**
- What level of staffing (FTE) supports the arts council and other arts-related activities ?
- What are the sources of funding for the arts? (admissions tax, lodging taxes, general fund, **grants, 4Culture**), **etc.** Differentiate between direct funds to arts agencies versus funds for an advisory board
- Do any arts councils raise funds for their activities?
- **How effective do they judge their activities to be?**

Analysis*

Research and analysis will aim to answer these questions:

- What is the City government role in supporting the arts in this community?
- What benefits come from having an arts council?
- How can we optimize the work of the Cultural Council to enhance benefits to the community? What does the framework for optimizing arts services to the community look like?
- How much financial or staff support is the City willing to provide and what can be accomplished with those resources?
- What are the benefits and challenges of services being provided by the City versus an outside **organization** or agency?
- How would we measure performance going forward?

*Note that analysis does not include the existing Cultural Council structure because it is not necessary to analyze maintaining the status quo.

Process

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- Review video of City Council consideration of options for KCC (September, 2011) and letters to the City Council
- Prepare workplan for review by KCC and EDC (September, 2011)
- Bring workplan to City Council for review and approval (October, 2011)
- **Determine scope of work and retain consultant and/or professional arts administrator** for interview, facilitation and other duties as required (October-November, 2011)
- Gather background information from other cities and agencies (October-November, 2011). **Much of this information can be gathered by volunteers.**
- Interview KCC, EDC, staff and others (November-December, 2011)
- Present findings and explore **Analysis** questions with KCC and EDC possibly in a one-day workshop retreat (January, 2012)
- Generate a report of workshop outcomes for general consumption (KCC, EDC, Council reading file (February, 2012)
- **Obtain input and brainstorm recommendations for future arts model from current Cultural Council members**
 - Prepare recommendations for future arts model (February-March, 2012)
 - Share **draft** recommendations with KCC and EDC (April, 2012) **and make changes as necessary.**
 - Bring recommendations forward to City Council (May, 2012)
 - Implement decision (Possible budget revisions, partnership agreements, nonprofit development...) (May-December, 2012)